

In the Claims:

1. (Currently Amended) A marketing method of requesting and collecting promotional information to influence an individual's purchasing decisions from a network via an information account of a system with a processor and a memory, comprising a plurality of steps of:

making a request by indicating to the information account a type of information desired;

entering a duration in which the request is active;

collecting in the information account a result obtained from the network in response to the request, within the duration;

storing in the memory both the request and the result.

2. (Canceled) The method of claim 1, further comprising a step of:

receiving in the information account a result obtained from the network in response to the request.

3. (Canceled) The method of claim 1, further comprising a step of:

maintaining a record to capture the request and a result obtained from the network in response to the request.

4. (Currently amended) The method of claim [1] 75, further comprising a step of:
determining an amount of result in the record.

5. (Currently amended) The method of claim [1] 75, wherein a utility analyzes behaviors of a requester making the request in view of the record.

6. (Original) The method of claim 1, further comprising a step of:
determining an actual duration the request stayed active.

7. (Original) The method of claim 1, further comprising a step of:
taking an action based on the result obtained from the network in response to the request.

8. (Original) The method of claim 7, further comprising a step of:
categorizing the action taken after receipt of the results.

9. (Original) The method of claim 7, wherein the action is one of made a purchase, not made a purchase, continued to

make the request, modified the request, purchased within a time range and abandoned the request.

10. (Currently Amended) The method of claim 1, further comprising a step of:

inputting information associated with one of various levels of readiness to buy and a purchase intentionality index.

11. (Currently Amended) The method of claim 1, further comprising a step of:

entering information associated with one of a usage intentionality index.

12. (Original) The method of claim 11, further comprising a step of:

determining whether to issue one of an electronic refund and a coupon voucher based on one of the purchase intentionality status, the purchased intentionality index and the usage intentionality index.

13. (Original) The method of claim 1, further comprising a step of:

specifying one of a destination and a plurality of destinations regarding where a result of the request is to be delivered to.

14. (Original) The method of claim 1, wherein an origin of where the request is initiated from is insulated from the network.

15. (Original) The method of claim 1, wherein the request comprises a plurality of request parameters.

16. (Original) The method of claim 1, wherein the duration is preset for one of a future activation date and a future cut-off date.

17. (Original) The method of claim 1, further comprising a step of:

specifying a time the request is made known to the network.

18. (Original) The method of claim 1, further comprising a step of:

entering a quantity of information desired as expressed in one of a fixed number and a range.

19. (Original) The method of claim 1, further comprising a step of:

entering a preferred method of transmission as expressed in a transmission rate.

20. (Original) The method of claim 1, further comprising a step of:

entering a preferred method of transmission suitable for a particular type of receiving terminus.

21. (Original) The method of claim 1, further comprising a step of:

entering a geographic region where the type of information is to be collected from.

22. (Original) The method of claim 1, further comprising a step of:

specifying a certain promotional type which the type of information is to be collected from.

23. (Original) The method of claim 1, further comprising a step of:

specifying a source of origin where the type of information is to be collected from.

24. (Original) The method of claim 1, further comprising a step of:

specifying the type of information must be collected from a source accepting a certain transaction method.

25. (Original) The method of claim 1, further comprising a step of:

entering a delivery priority of the type of information based on a plurality of terminus.

26. (Original) The method of claim 15, further comprising a step of:

ranking a plurality of results based on how close each result matches the plurality of request parameters.

27. (Original) The method of claim 15, further comprising a step of:

entering a priority of delivery based on how well a plurality of results matches the specified request parameters.

28. (Original) The method of claim 1, further comprising a step of:

specifying a time the type of information should be delivered to the information account.

29. (Original) The method of claim 1, further comprising a step of:

specifying a repetitive pattern the type of information should be delivered to the information account.

30. (Original) The method of claim 1, wherein the account comprises an electronic mail (email) account, an instant messaging account, a wireless short messaging account, a wireless account, a cellular telephone account, a paging account, a facsimile number, a voice mailbox, a bulletin board, an addressable TV terminus address, a posting address and a print out address.

31. (Original) The method of claim 1, wherein the type of information is indicated by one of selecting from an index with a mouse, entering from a keyboard and entering orally with a microphone.

32. (Original) The method of claim 1, wherein the type of information is searched from one of a public domain resource and a private domain resource.

33. (Original) The method of claim 1, wherein the duration is measured in one of seconds, minutes, hours, days, weeks, months, years, and a combination thereof.

34. (Original) The method of claim 1, further comprising a step of:

entering an update interval of the request.

35. (Original) The method of claim 34, wherein the update interval is measured in one of seconds, minutes, hours, days, weeks, months, years, and a combination thereof.

36. (Original) The method of claim 1, further comprising a step of:

specifying a format of a result.

37. (Original) The method of claim 36, wherein the format comprises HTML/PIX, Video, Audio, Text, ASCII, TIFF, JPEG and other formats used in the digital transmission of data.

38. (Original) The method of claim 1, further comprising a step of:

specifying whether a related subject of the type of information is desired

39. (Previously Amended) The method of claim 1, further comprising a step of:

specifying whether a search should be conducted in one of a public domain resource, a private domain resource, and a combination thereof.

40. (Original) The method of claim 39, further comprising a step of:

taking payment information from a requester via one of a micro-payment system, billing or credit card system.

41. (Original) The method of claim 1, further comprising a step of:

receiving a result of the requested type of information in the account in a specified format at a specified update interval within the duration the request is active, in a quantity desired and according to a priority and a preference.

42. (Original) The method of claim 1, wherein the method is implemented on one of an instant messaging utility, a wireless messaging utility (WAP or other), an electronic mail

utility, a paging utility, a facsimile utility, a voice mail utility, a bulletin board utility, a printer utility, a browser utility, a cable utility, a satellite utility, a digital broadcast utility, a television system utility, a web-TV utility and an Internet utility.

43. (Original) The method of claim 1, wherein the request is transmitted via one of a 2-way addressable television system, or a hybrid system where download is via a broadband signal and upload is via telephone, a cable system, an Internet system, an Intranet system, a satellite system, a Web-TV system and a digital broadcast system, a local area network and a wide area network.

44. (Original) The method of claim 1, wherein the method is implemented on a computer system in one of an always active mode and a launched upon request mode.

45. (Original) The method of claim 1, wherein the method is integrated as a request utility as part of one of a web site and a portal.

46. (Original) The method of claim 1, wherein a requester's identity is concealed from an origin providing a result relevant to the request.

47. (Original) The method of claim 1, further comprising a step of:

designating automatic forwarding of requested informational/advertising e-mails to one of a single party, a plurality of parties, an existing carbon copy (cc) list, and a newly created distribution list of e-mail recipients.

48. (Original) The method of claim 1, further comprising a step of:

paying for a result relevant to the request by one of a micro-payment, billing, and credit card system.

49. (Original) The method of claim 1, wherein the system captures a requester behavior with respect to a result delivered to the requester.

50. (Original) The method of claim 49, wherein the requester behavior comprises opening the result, saving the result, deleting the result, forwarding the result, responding to the result, making a purchase transaction via email in

response to the result, registering for any offer in response to the result and archiving the result.

51. (Original) The method of claim 1, wherein should the request fail to specify any preferences or request criteria, default preferences or request criteria are imposed by the system.

52. (Original) The method of claim 51, wherein the default preferences or request criteria are based on one of an average preferences or request criteria of the account in the type of information, an average preferences or request criteria of the overall account, an average preferences or request criteria of the system in the type of information, and an average preferences or request criteria of the overall system.

53. (Original) The method of claim 1, wherein a result of the request can only reach the account with one of a digital key, a certificate for permitted access and a password recognized by a lookup table.

54. (Withdrawn) A communication system, comprising:
a subscriber system;
a supplier system;

an information memory system;
an information exchange system;
a clearinghouse system; and
a network;

wherein the subscriber system, the supplier system, the information memory system, the information exchange system; the clearinghouse system are interconnected through the network.

55. (Withdrawn) The communication system of claim 54, wherein data of the system are intercommunicated among the subscriber system, the supplier system, the information memory system, the information exchange system, the clearinghouse system and the network.

56. (Withdrawn) The communication system of claim 54, wherein a subscriber account communicatively connected to the subscriber system makes a request of information having a specified characteristic to the subscriber system.

57. (Withdrawn) The communication system of claim 56, wherein a supplier account communicatively connected to the supplier system provides a supply of information having an indicated characteristic.

58. (Withdrawn) The communication system of claim 57, wherein the information exchange system upon finding a match between the specified characteristic and the indicated characteristic, causes the communication system to transfer the supplied information to the subscriber account.

59. (Withdrawn) The communication system of claim 58, wherein the information exchange system informs the clearinghouse system that the request of information has been fulfilled.

60. (Withdrawn) The communication system of claim 59, wherein the clearinghouse system registers a charge against the subscriber account.

61. (Withdrawn) The communication system of claim 54, wherein the network is one of a local area network, a wide area network or an Internet.

62. (Withdrawn) The communication system of claim 58, wherein the match is one of an exact match and a varying degree of match.

63. (Withdrawn) The communication system of claim 56, wherein the request of information having the specified characteristic is communicated to a plurality of supplier correspondingly having a plurality of supplier accounts communicatively connected to the supplier system.

64. (Withdrawn) A communication system, comprising:
a dynamic request data system is communicatively connected to an Internet;
an information control panel is communicatively connected to the dynamic request data system;
an email account is communicatively connected to the dynamic request data system;
an information supplier system is communicatively connected to the dynamic request data system;
wherein the dynamic request data system upon receiving a request via the information control panel, initiates a search in one of the internet and the information supplier system and delivers information fulfilling the request to the email account.

65. (previously presented) The method of claim 1, wherein the requesting and collecting of information is performed by being one of a trusted intermediary and a third party.

66. (previously presented) The method of claim 65, wherein a feature of one of the trusted intermediary and third party is achieved by having the processor and the memory to hold a lookup table.

67. (previously presented) The method of claim 65, wherein a feature of one of the trusted intermediary and third party is achieved by a channelized address.

68. (previously presented) The method of claim 65, wherein a feature of the trusted intermediary and the third party is achieved by a limited used cryptographic system.

69 (Currently amended) The method of claim ± 65, wherein a feature of one of the trusted intermediary and the third party is achieved by a traditional email alias account wherein the aliases are deleted from the account once a predetermined time has expired.

70. (previously presented) The method of claim 65, wherein a feature of one of the trusted intermediary and the third party is achieved by storing a computer table in a relational database.

71. (previously presented) The method of claim 66, wherein the lookup table is held by a bonded party to insulate a seeking party and a providing party from knowing each other.

72. (previously presented) The method of claim 65, wherein a feature of one of the trusted intermediary and the third party is achieved by insulating a purchasing party and a selling party from knowing each other after consummation of a sales transaction.

73. (New) A method of requesting and collecting information from a network via an information account of a system with a processor and a memory, comprising a plurality of steps of:

- making a request by indicating to the information account a type of information desired;
- entering a duration in which the request is active;
- inputting an information indicative of a level of readiness to buy;
- collecting in the information account a result obtained from the network in response to the request, within the duration;
- storing in the memory both the request and the result.

74. (New) A method of requesting and collecting information from a network via an information account of a system with a processor and a memory, comprising a plurality of steps of:

making a request by indicating to the information account a type of information desired;

entering a duration in which the request is active;

inputting an information indicative of a purchase intentionality;

collecting in the information account a result obtained from the network in response to the request, within the duration;

storing in the memory both the request and the result.

75. (New) The method of claim 1, further comprising a step of:

maintaining a record to capture the request and a result obtained from the network in response to the request.